

LANE 211 Final Exam
External Students
1st Semester 2010/11
نموذج أ

Part One: Listen to the following lecture about using computers to make movies then choose the right answers.

1. The airline industry uses computer animation to:

- A. Train pilots
- B. Guide airplanes
- C. Play videogames
- D. Make emergency landings

2. Movie directors rely more and more on the knowledge of:

- A. Script writers
- B. Famous actors
- C. Computer animators
- D. Engineers

3. Examples of movies which feature 3D characters include:

- A. Jurassic Park
- B. H.E.A.T
- C. Miami Vice
- D. Pulp Fiction

4. We see characters in computer-animated movies:

- A. Immediately after they were designed.
- أ A short time after they were designed.
- ب Month or years after they were designed.
- ج We never see them.

5. CGI processes are different from traditional techniques in:

- A. Using a computer instead of pens and papers
- B. Using intelligent solutions
- C. Using a drawing board
- D. Toy Story 1 and 2

6. This software was used in:

- A. Movies like Monsters Inc and Men in Black2
- B. Bikes
- C. Food blenders.
- D. Ferrari Supercars.

7. Some frames in Toy Story took up to ____ hours to render.

- A. 9
- B. 19
- C. 91
- D. 90

8. By using software, animators can add:

- A. Color
- B. Bumps
- C. Hair
- D. All of the above

9. By adding colors, bumps and hair, the characters appear:

- A. Scary
- B. Ugly
- C. Funny
- D. Alive

10. The last step in creating an animated character includes:

- A. Keyframing
- B. Key making
- C. Key point
- D. Keynote speech

11. Key in note taking means:

- A. A thing that opens doors
- B. A shiny metal object
- C. Important
- D. Beautiful

12. In addition to technology, animators need to have some:

- A. Money
- B. Artistic knowledge
- C. Time
- D. Sleep

13. The first step animators takes is:

- A. To have some rest
- B. To use imagination
- C. To drink coffee
- D. To build a computer model of a character

14. A wireframe means:

- A. Jumpstarting a broken vehicle.
- B. Designing a model with lines and points in 3D space
- C. A type of electricity equipments
- D. A tennis racket

15. It is possible to make a wireframe from a real person using something called:

- A. Digital Camera
- B. 3D effects
- C. Cyberscanner
- D. Kinescope

16. Digital equivalent of actors' faces can be used for:

- A. Making advertisements
- B. Stunt doubles
- C. 3D images
- D. Cleaning cupboards

17. Shading is the same as color:

- A. True
- B. False

18. Shading actually means:

- A. Wireframing.
- B. Different shades of gray.
- C. Colors
- D. Important notes on midterm exams.

19. The third step is called:

- A. Rendering
- B. Tendering.
- C. Pondering.
- D. Laundry.

20. The quiz consists of:

- A. 3 short answer questions.
- B. 4 short answer questions.
- C. 5 short answer questions.
- D. 6 short answer questions.

Part Two: Listen to the following lecture about TV commercial market and choose the right answers.

21. The television industry is:

- A. A charity
- B. An institution
- C. A business
- D. None of the above

22. Advertisers are interested in one thing:

- A. Good coffee
- B. Buying you: your time and attention
- C. Playing golf
- D. Discussing the effects of global warming.

23. Persuaded possibly means

- A. Not willing
- B. Forced
- C. Convinced
- D. Dizzy

24. According to the lecture, what makes you buy a brand name coffee rather than a store brand?

- A. A cute commercial
- B. Special offers
- C. Availability
- D. Quality

25. Advertisements comprise about ____ of TV time.

- A. 20%
- B. 25%
- C. 30%
- D. 95%

26. The first type of non-program material is:

- A. Special Effects FX
- B. Thomas Edison
- C. Promotional Announcements
- D. CNN

27. ID means:

- A. The identification of radio/network
- B. Intelligent Doctor
- C. Iron Dependency
- D. Inner Disease

28. The last type of non-program material is:

- A. PSP
- B. PPP
- C. PSA
- D. PhD

29. PSAs usually run for:

- A. Free or low cost
- B. Lots of money
- C. \$25,000
- D. Not mentioned

30. An example of a PSA is:

- A. Fighting Germans
- B. Fighting hunger in Africa
- C. Brand name coffee
- D. Grand Theft Auto

31. The main purpose of the lecture is:

- A. Different categories of TV advertising and costs
- B. Different types of coffee
- C. Different videogames
- D. PSA

32. The first and largest category of TV industry is:

- A. The chain stores
- B. The networks
- C. The road work
- D. Interpersonal communication

33. Why advertisers want to put their ads in network TV?

- A. Because more people will see them at the same time
- B. Because TV channels are cheap
- C. Because the time is suitable
- D. Because they want to help Africa

34. TV channels are usually sold in _____ seconds blocks.

- A. 30
- B. 13
- C. Thirsty
- D. 90

35. The costs are negotiated based on:

- A. The popularity of a show
- B. How funny the show is
- C. The type of the product
- D. How many people are involved

36. The average for a 30-second commercial in 2002 was:

- A. \$115,799
- B. \$105,799
- C. \$100,150
- D. \$150,700

37. Disposable income also means:

- A. Purchasing power
- B. Cars
- C. Cosmetics
- D. Old people

38. The second type of TV commercial advertising is called:

- A. PA
- B. Public Service Ads
- C. Super Ads
- D. Spot Ads

39. The larger markets are:

- A. More expensive than smaller ones
- B. About the same price
- C. Less expensive
- D. More complicated
- E.

40. A more familiar word for syndicated programs is:

- A. Rewritten
- B. Revised
- C. Reruns
- D. Returns

Part Three: Listen to the pronunciation of the following words and decide how many syllables are there and which has the primary stress [syllabuses-stress]

(41) Patent

- A. [2-2]
- B. [2-1]
- C. [3-2]
- D. [3-1]

(42) Accompany

- A. [2-2]
- B. [2-1]
- C. [4-2]
- D. [3-1]

(43) Advance

- A. [2-2]
- B. [2-1]
- C. [3-2]
- D. [3-1]

(44) Initial

- A. [2-2]
- B. [2-1]
- C. [3-2]
- D. [3-1]

(45) Envision

- A. [2-2]
- B. [2-1]
- C. [3-2]
- D. [3-1]

(46) Simultaneous

- A. [2-2]
- B. [2-1]
- C. [4-2]
- D. [5-3]

Part Four: Listen to the following statements about media violence. Circle whether you think the statement is opposing or defending media violence.

(47) ONE

- A. Opposing
- B. Defending

(48) TWO

- A. Opposing
- B. Defending

(49) THREE

- A. Opposing
- B. Defending

(50) FOUR

- A. Opposing
- B. Defending